GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1358
ANSWERED ON:08.03.2007
TOURISTS VISITING SOUTH EAST ASIA
Prasad Shri Hari Kewal;Yadav Shri M. Anjan Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is aware that tourists are moving towards South East Asian Countries due to lack of information in regard to tourism in India and also lack of proper infrastructure and ineffective strategies of the Government;

(b) the reaction of the Government thereto;

(c) the steps taken by the Government to attract the tourists visiting South East Asia; and

(d) the extent to which the Government has achieved success in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b), (c) and (d): The Ministry of Tourism is not aware of any concerted move by tourists to by pass India for South East Asia. The Ministry of Tourism in collaboration with other Ministries, State Governments and Private Sector is constantly augmenting the infrastructure facilities and disseminated the tourist information through electronic and print media and this has resulted in substantial growth in foreign tourist arrivals to India during last four years as per the following details :

Year	Foreign Tourist Arrivals	Percentage increase
2003	2.72 Million	14.3%
2004	3.46 Million	26.8%
2005	3.92 Million	13.2%
2006	4.43 Million	13 %

The Ministry of Tourism through its Indiatourism offices abroad undertakes a series of promotional activities to further increase tourist arrivals to the country. These include advertising, participation in fairs & exhibitions, organizing seminars, workshops & road shows, publication of brochures, offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers under the Department's Hospitality Programme of the Ministry.